

WOMEN WORKERS IN CHALMERS FACTORY

Better Than Men in Some Departments, Auto Company Heads Find.

It has probably never occurred to the average reader who sees photographs of women at work in the munition plants of Great Britain that American women have for some time past occupied important industrial positions in many of the big factories of the United States. At the plant of the Chalmers Motor Company in Detroit women are employed at many tasks heretofore delegated exclusively to male employees. And they are not merely earning men's wages. They have proved to the satisfaction of the factory heads that they are more painstaking and efficient in every way. Starting in the top department, where the work of cutting and sewing materials for the tops and side curtains was exactly suited to their nature, the use of female help has spread to half a dozen other departments. Everywhere the result has been the same, increased efficiency and greater output.

For a while during the past summer skilled labor was exceedingly scarce and many of the women employees obtained their first chance at that time. Most of them are still with the company and are authority for the statement that the work is infinitely superior and more pleasant than employment as clerk in a department store or housework. Good hours, high wages and pleasant surroundings all tend to make the job much sought after.

Among the tasks to which women employees are set at the Chalmers factory are assembly of all wiring for cars, assembly of primer systems, switch assemblies, inspection of pistons and other small parts and drill press work. The inspectors are skilled in the use of the micrometer and are infallible in passing upon defective work.

BRISCOE SUGGESTS CITY BRAKE TEST

Tells of French Government Inspection of New Cars in Paris.

Benjamin Briscoe, president of the Briscoe Motor Co. of Jackson, Mich., yesterday at the automobile show made a suggestion that may be of assistance to city officials in insuring the safety of motor cars in the most congested streets and would probably prevent many accidents.

He told of the inspection that is necessary to undergo before a car can be driven on the streets of Paris. The Briscoe 4-24, the car with the "half million dollar motor," designed in Paris, had to undergo this test before being driven on the streets, as do all cars there.

"Before we could use the Briscoe 4-24 on the streets of Paris it was necessary to meet inspection by the French Government, which is required before any new model may be used or sold," he said.

"The tests are made by the official of the department of mines. Why the department of mines should have jurisdiction on this matter I have never been able to understand. I can't for the life of me see wherein motor cars are related to the function of the department of mines. I have often had a good, quiet little laugh to myself as I have thought of the connection, and the polite formality of the very French. French official whose offices were called into action.

"Of course I had to comply with requirements, so I drove to the department of mines, where I was waited upon by the official in question. He received me with a most elaborate bow, which was continued all through the very formal and very polite proceeding. He appointed a time for the inspection and assured me that he would be glad, so glad to comply with my request for an inspection, and made me feel that the Government had been signally favored—it would be such a pleasure. He instructed me as to what was required for the inspection, talking in French and with his whole body.

"After a few days I was notified of the time the inspection would take place. The inspector came at the appointed time. He was a most competent engineer and his inspection was thorough. He got into the car and ran it himself, asking innumerable questions as to its mechanism. He made particular note of how the motor started, the speed of its pickup, the ease and speed with which it stopped, the method of transmission, the steering gear and its mechanicalities.

"He took many measurements, weighed the car and made a detailed examination of it. Then we drove up and down and in circles backward and forward, and then at top speed. At an unexpected moment he dramatically raised his hand and shouted, 'Arretez.' Then he jumped from the car and again brought his tape line into action by measuring most carefully the stopping distance. 'Magnifique, m'sieu!' he said with a profound bow.

"Finally the car was approved and then its real test upon thousands of thousands of miles of road began, but before we could undertake this test the car had to pass this official Government inspection. I do not know but what that would be a good thing for American public officials to consider to insure safety on their streets, particularly as to ability to make quick stops."

Well Known Haynes Manager.



A. G. SEIBERLING.

AMERICAN DEALERS CHOSEN WITH CARE

New Company Plans Permanent Selling Force to Serve Auto Purchasers.

By MARCUS L. BROCK, Director of Sales, American Motors Corporation.

Permanence in dealer agreements is the merchandising slogan of the American Motors Corporation. In allotting sales territory we are more interested in men than in money. We do not approve of care exercised when agencies are being started is one of the best investments that can be made for the continued prosperity of the automobile manufacturer and the dealer as well. No excessive deposits are being demanded from dealers, as the American Motors Corporation has large enough cash resources so that agents' money is not needed to finance our business.

We hope that most of the merchants who are now taking on the sales representation of our car will be with us as long as they remain active in business. Only those men whose commercial ideas and ideals match up with our standards will be signed up as dealers, for we plan

to install agencies only when thoroughly convinced that owners of American cars will receive from our local representatives the sort of treatment to which they are entitled.

Because of the strong financial position of our concern we are not forced to allot dealerships except where we are certain the owner's interests will be best served. Our production for 1917 will be only 2,000 cars, and this is another reason why we must be careful in assigning sales territory. Both Louis Chevrolet, our chief engineer and vice-president, and John C. Speirs, our plant executive and general manager, are heartily in favor of caution in adding to our list of dealers and express themselves as being opposed to making agreements with any but the best merchants.

We believe that the kind of dealers we want to handle the American six know trade conditions in their neighborhoods far better than we can, and so we will not attempt to set any arbitrary figure as that denoting the number of cars to be sold by them. We do not approve of such methods, thinking that they often result in price cutting toward the end of what are termed "selling seasons."

One applicant for territory told us he had sold seven different makes of cars in as many years, and added he was tired of these annual changes. This is the sort of thing we intend to avoid.

Cars should be equipped.

Automobiles should be sold fully equipped, according to General Manager Roscoe A. Piekens of the Metz Company. He says that there is no more reason why a car should be delivered on which the purchaser has to spend additional money than there is to sell a stove without top.

GRANT CO. OPENS CLEVELAND PLANT

Can Now Meet Demand, Which Jumped 1,000 Per Cent. in Two Years.

Officials of the Grant Motor Car Corporation, who during the last several months have been driven to distraction by the insistent calls of 1,200 dealers for enough Grant Six cars to satisfy a public demand that in two years jumped 1,000 per cent., are jubilant over the fact that the company is now in its new Cleveland factory and will be able to meet all production demands, even if the demand should more than double this season.

"We have no fear now of any demands that may be made upon us for Grant Six cars," said David A. Shaw, president and general manager of the company. "In other years it was literally impossible for us to build additions to our Findlay, Ohio, factory fast enough in order that we might turn out cars in sufficient quantity to supply the Grant Six market. I believe we succeeded as far as it was possible for any company to succeed."

"Now we are in a position where we don't have to worry, for the new factory can supply the demand easily. In it is every aid to celerity in manufacturing. We have inspected the automobile plants of the world for the best manufacturing ideas and have incorporated them all in our plant. The Grant factory is a big factory, having 155,000 square feet of floor space, and every inch of that space is put to the best possible use. The departments are located so that time and labor are saved in transporting parts of the car from one department to another and finally to the car assembly department, with its conveyor system, by which a car passes mechanically through several assembly departments and can be completely assembled in less than ten minutes.

"We will now have a chance to catch our breath, and no matter how greatly the 1918 demand may be increased over that of this year we will be in a position to meet it."

To the fact that the Grant Six was about the first light weight low priced car in the field, together with the fact that it is a big, sturdy car of power and distinctive appearance, Mr. Shaw attributes the phenomenal approval the motoring public has accorded it.

Popular Official.



H. H. COLLINS, Mr. Collins, former vice-president and sales manager of the Buick and now a high official in the General Motors Company, is in town meeting old friends and visiting the booths of the component companies of the great General Motors organization.

COLE TOURSEDAN IS FIVE CARS IN ONE

Easy Changes in Springfield Body Make Various Types of Autos.

As predicted by a few who saw the model before it was formally announced, the new Cole-Springfield four door toursedan is proving one of the outstanding features among the exhibits at the Palace. This new transformable body is not only most appealing to the medium and low priced car owners but is equally attractive to owners of costly cars who desire automobile bodies of distinctive character.

Probably the most unusual and advantageous element in the construction of the Cole-Springfield four door toursedan is the dash panel or partition, which separates the front and rear compartments. This partition is not only removable but it also is adjustable. Constructed in two sections, it slides back and forth, permitting ventilation on each side of the car.

Another advantage of this revolutionary type of body is the Cole in-door tool compartment on the inside of the left front door. It is best appreciated by experienced motorists who have always had difficulty in digging down into the interior of the car for such tools as they may require.

The Cole arrangement makes it possible for the driver to reach any tool he may need without moving from his seat. By lifting a flap on the inside of the door all the tools are revealed, with each tool in a separate holder of its own.

Practically every show visitor who has inspected the new model wants to know all about the five distinctive types of bodies which can be developed from the single unit. The formal touring car is among the most appealing designs of the new body. This is made possible by simply leaving the partition in place with the glass sides of the body removed.

It separates the chauffeur from the passengers and with its permanent roof it has all the style of a costly custom made product.

Should no chauffeur be engaged, the partition is quickly and easily removed and the car is transformed into an open touring car with the all desirable permanent roof. Inasmuch as this type of body is absolutely open from windshield to the rear of the body there is a free passage of air, with a top shielding the passengers from the hot sun and dust.

By raising the glass sides and putting up the partition between the front and rear compartments the car becomes a town car limousine. Put in place the side windows in the front compartment and the body is of the fashionable Berlin type. In case a chauffeur is not employed, the partition is instantly taken down and another transformation has taken place, which gives the owner the popular closed family sedan, with the driver and passengers in direct communication with each other.

Those five changes, all of which require no real labor and can be made by a woman as easily as by a man, make possible the five types of bodies incorporated in the Cole-Springfield Four-Door Touredan.

Motorists and automobile manufacturers should raise a fund and build a monument to the man who invented pneumatic tires, is the opinion of F. C. Millhoff, sales director of the Miller Rubber Company of Akron.

"Every little while you see lists of the epoch making inventions which always include the spectacular things like wireless telegraphy and flying machines and moving pictures, but nobody ever thinks to include the inventors of pneumatic tires, yet it has revolutionized transportation and really made the motor car possible," says Millhoff.

"I am convinced that if it had not been invented first for use on the bicycle it would not have come into existence at all, and neither would the pleasure car have come into being. Trucks using solid rubber tires would have developed in due course, but without the bicycle experience as a guide and a starting point no one would have had courage to put out a pneumatic tire for a full sized motor car."

"It is still something of a marvel to me that rubber and cotton can withstand the stresses and shocks that the tire meets with. Yet when I look back at the progress that has been made in tires in seven or eight years I am prepared to admit that the future tire may be as much better than present tires as present tires are better than the first ones made."

"The man who invented the first pneumatic tire would certainly be entitled to consider himself one of the greatest contributors to human progress. Yet not one person in a million even knows his name, and very few ever wonder who he was. If anybody ever built a monument as a protection against oblivion, he's the man."

Develops Export Trade. Without the sale of any cars for war purposes, as far as known, the Empire automobile company reports a splendid year's business and development in this field, and is now represented in practically every automobile buying country in the world.

Millhoff lauds tire men. Gives Interesting Sidelights on Big Industry.

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BEN-HUR



"There is only one best way to do a thing"—the principle behind BEN-HUR Cars and BEN-HUR Service

ABOUT a year ago, an earnest group of men were gathered around a table discussing a new motor car they were going to market.

"Let's call it BEN-HUR," said one, "and build into it the same sincerity, honesty, frankness, constancy—the same good looks, quickness and dexterity which characterized BEN-HUR of romance."

With this ideal, they started to work. Engineers tried to suggest ways of cheapening the car in design and construction in order to produce it to sell at a lower price and increase the profit.

Always the same answer was made by the men behind the car—"There is only one best way to do a thing—that's what we will use in BEN-HUR."

"Why not use the Smith Radiator? It's a good radiator and costs much less than the BEN-HUR Special A-Z," was suggested.

"The A-Z is the best radiator; we will use that," was the firm reply.

"You could save money and no one would know the difference if you left out the extra tonneau lights," said the tempter.

"I've always wanted tonneau lights in my ideal car. We will not try to save there."

"Why do you insist on Buda building the motor? This costs much more. True, it gives greater efficiency and power, but other good cars use less expensive types of motors and 'get by.'"

"The BEN-HUR Buda is the 'best way.' That's what we will use."

This was the history throughout the designing and production of BEN-HUR Motor Cars.

"The Owner is Always Right"

When it came to a question of Service, again BEN-HUR said: "There is only one best way to do a thing."

No one in the BEN-HUR organization is big enough to dispute an owner's word. In all discussions between seller and buyer "the owner is right." Service is not a matter of chance or conditions with BEN-HUR.

To BEN-HUR, Service means only one thing—"Uninterrupted day-in-and-day-out use of your car—regardless of who is to blame for accidents, breakages, etc." That is what we intend to give BEN-HUR owners.

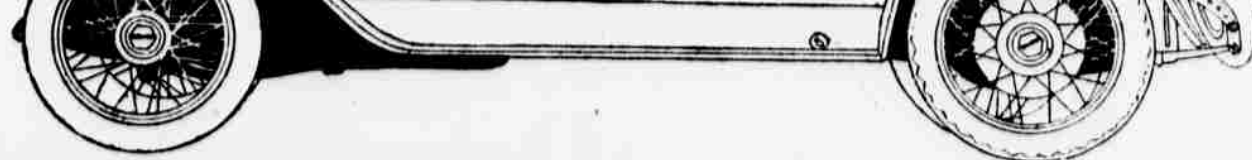
BEN-HUR Motor Company assumes all responsibility for taking care of BEN-HUR owners. We pay the bills and relieve the dealer of this responsibility.

BEN-HUR dealers are picked because of their good business experience and reputation for giving service. They are carefully instructed in the principles of BEN-HUR service—in order to insure owners uninterrupted day-in-and-day-out use of their cars.

It is impossible here to describe the BEN-HUR Service plan. It is interesting and unique. Write us for full details.

BEN-HUR MOTOR COMPANY, CLEVELAND, O.

BEN HUR NEW YORK MOTOR CO., CIRCLE BLDG., 1826 BROADWAY AND 3 CENTRAL PARK WEST



BEN-HUR Seven Passenger Touring Car, \$1875 Cleveland

To Automobile Dealers and Prospective Dealers

BE sure to visit the Selden Truck Show during the show week—at the Manhattan Motors Corporation, Fifty-sixth street, just off Broadway. Some splendid territories are being held open for live, hustling, dependable dealers.

A full line of the Selden models are on exhibit, including the big new one-ton chassis.

There is a Selden Truck for every commercial purpose—a big, sturdy "IN-BUILT QUALITY" truck—made from the best materials obtainable by men who know how to build longevity into a motor truck.

Investigate the new Selden Sales Plan. It is a plan that has doubled truck sales for our representatives.

Selden Truck Sales Co. Rochester, N. Y.

SELDEN Headquarters during show week at the BILTMORE HOTEL, SUITE 440. The following officials will be there throughout the week: Geo. C. Gordon, President; William C. Barry, Jr., Vice President; R. H. Salmons, Secretary; H. T. Boulden, Sales Manager. Dealers are cordially invited to visit Selden Headquarters.

THE SELDEN TRUCK SHOW

AT THE SHOW ROOMS OF THE MANHATTAN MOTORS CORP. 56th Street Next to Broadway NEW YORK CITY



THE ONE BIG THING Since Standard Oil For Every Gas Engine User. AT AUTO SHOW